

## AUTHORIZATION TO ACT IN A REPRESENTATIVE CAPACITY

In re Application of:  
MAIL et al.

Application No.  
10/589,417

Filed:  
7 NOVEMBER 2006

Title:  
OPTIMALLY ADAPTING MULTIMEDIA CONTENT FOR MOBILE SUBSCRIBER DEVICE PLAYBACK

Attorney Docket No.  
7251/94662


Art Unit:  
2442

The practitioner named below is authorized to conduct interviews and has the authority to bind the principal concerned. (Note: pursuant to 37 CFR 10.57(c), a practitioner cannot authorize other registered practitioners to conduct interviews without consent of the client after full disclosure.) Furthermore, the practitioner is authorized to file correspondence in the above-identified application pursuant to 37 CFR 1.34:

Name	Registration Number
Sanford T. COLB	26,856
Shabtai (Stewart) ATLOW	56,503
Sammy KATZ	37,366
David ZVIEL	41,392

**This is not a Power of Attorney to the above-named practitioner.** Accordingly, the practitioner named above does **not** have authority to sign a request to change the correspondence address, a request for an express abandonment, a disclaimer, a power of attorney, or other document requiring the signature of the applicant, assignee of the entire interest or an attorney of record. If appropriate, a separate Power of Attorney to the above-named practitioner should be executed and filed in the United States Patent and Trademark Office.

### SIGNATURE of Practitioner of Record

Signature		Date	27 JANUARY 2009
Name	L. Friedman	Registration No., if applicable	37,135
Telephone	(312) 655-1500		

This collection of information is required by 1.31, 1.32 and 1.34. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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